

2010

Jackson County Community Health Improvement Plan CHIP

Collaboration between Jackson County Health and Human
Services and the University of Wisconsin Population Health
Institute



Acknowledgements

The priorities and objectives identified in this CHIP were decided through analysis of objective data in the Jackson County Community Health Assessment, staff discussions within the Jackson County Department of Health and Human Services (JCDHHS), and through a community health forum composed of Jackson County professionals from many sectors. We would like to thank the following people for participating in the forum and giving their expertise on what the improvement plan should focus on for the next five years:

- Christine Hovell (JCDHHS)
- Beth Smetana (JCDHHS)
- Kristi Hanson (JCDHHS)
- Tammy Danielson (JCDHHS)
- Kendall Smith (JCDHHS)
- Anita Leis (JCHHS)
- Jim Olson (Jackson County Board)
- John Mitchell (JCDHHS)
- Doug McKenzie (Evangelical Lutheran Church)
- Cindy McCormick (Learn & Play Daycare)
- Jackie Ellingson (Black River Childcare)
- A. Brad Chown (BRF EMS)
- Luane Meyer (Jackson County UW Extension)
- Tabatha Hansen (JCDHHS)
- Sue Laufenberg (JCDHHS)
- Eric Bakken (Evangelical Lutheran Church)
- Patricia Carlson-Congdon (Western Dairyland)
- Karen Foust (Jackson County Interfaith)
- Melissa Bergerson (Black River Memorial Hospital)
- Michele Steien (Co-op CU)
- Nicole Schweitzer (Black River Memorial Hospital/ JCDHHS Board)
- Bill Van Meer (Alma Center-Humbird-Merrillan School District)
- Mark Moan (Jackson County Sheriffs Department)
- Kate Konkle (UW Population Health Institute Fellow)

Additionally, the organization and format of this report is based off of the model used in the Bergen County Community Health *Improvement* Plan, 2006.

Table of Contents

Executive Summary.....	4
Jackson County Demographics.....	5
Public Health Issues and Strategies	
Issue One: Parent Education.....	6
Issue Two: Access to Health Services and Affordable Medication.....	9
Issue Three: Education Related to Nutrition.....	13
Issue Four: Alcohol and Substance Misuse.....	17
Issue Five: Intentional/Unintentional Injuries.....	21
Next Steps.....	25

Executive Summary

The Jackson County Public Health Department presents the following Community Health Improvement Plan (CHIP) after a year-long process of identifying and prioritizing community issues. The process for creating this document involved conducting a Community Health Assessment (CHA) with the support of the University of Wisconsin Population Health Institute and then presenting the CHA to community leaders and residents (listed on the previous page) who gave further suggestions and prioritized the issues of the community. This document is for the entire community: residents, community leaders, and organizations. In order to make progress on issues identified, the entire community will need to engage in the process of implementation.

The CHA was structured after the *County Health Rankings*, a publication put out by the Robert Wood Johnson Foundation and the UW Population Health Institute that ranks the 72 counties in Wisconsin on overall health outcome measures and

also on health factors (behaviors, clinical care, social and economic and physical environment) that contribute to the overall health outcomes of a community. Data was pulled from multiple sources and local data was used whenever possible. The data in the CHA was presented to the community in a community health forum in September 2009. The participants (listed previously) identified five issues as health priorities. They are:

- Parent Education: Information and Services Related to Infant and Children's Health
- Access to Health Services and Affordable Medication
- Education Related to Nutrition
- Alcohol and Substance Misuse
- Intentional/Unintentional Injuries

Goals and objectives relating to these issues are listed as well as possible strategies to curb the problem. Community resources and barriers are also listed.

The next step in the process involves community engagement to start the action phase. Organizations, community leaders, and the public health department will need to work together to identify promising/feasible strategies and implement them.

Jackson County Demographics



Jackson County is located in Western Wisconsin. It is primarily a rural county with a population of 20,140 (as of January 2008).¹ The population is mostly Caucasian; however there are also Native American, African American, White Hispanic, and Asian populations. The fastest growing segment of Jackson's population is the age group 45-64 year olds, with an increase of 25% since 2000.²

The overall population has increased by slightly over 1,000 people in the last ten years. Out of the 10 largest municipalities in Jackson County, Black River Falls was the only one that had a population decline since 2000.

While Jackson County has many beneficial programs and community resources, the county faces significant challenges. The *County Health Rankings*, an annual publication produced by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation that ranks counties within Wisconsin, ranked Jackson County 69th out of the 72 Wisconsin counties based on health outcomes. Within this category Jackson County ranked 71 out of 72 counties for mortality. This means that Jackson County has a high rate of premature death (deaths occurring before the age of 75) as well as many residents reporting their health to be poor/fair, a higher percentage of residents reporting poor physical and mental health days, and a higher rate of low birthweight births compared to most Wisconsin counties.³

¹ Jackson County Workforce Profile. 2009. Office of Economic Advisors, Wisconsin Department of Workforce Development. http://www.dwd.state.wi.us/oea/county_profiles/current/jackson_profile.pdf

² Source: Bureau of Health Information and Policy, Division of Public Health, Wisconsin Department of Health Services.

³ University of Wisconsin Population Health Institute. *County Health Rankings 2010*.

Issue One:

Parent Education: Information and Services Related to Infant and Children's Health

Participants in the community forum discussed a need for enhanced parental education in general, and more specifically, parental education revolving around pregnancy, childhood health issues and appropriate use of the health care system for emergencies or urgent health care. This issue was voted as the highest priority by community members during the prioritization process in the community forum.

What is the community currently doing to address the issue? There are several programs and policies already in place to help parents. The **Jackson County Health Department** offers limited Maternal Child Health Programming and **Western Dairyland EOC** provides health information to parents during parental informational sessions. **Jackson County UW Extension** offers parenting education resources and **Interfaith Caregivers** offer limited support through volunteers who provide home visiting in some Jackson County communities. Parents also have the school nurse to use as a resource for their children's health, however school nurses

are expected to do more with fewer resources so often do not have much time for parent outreach efforts. **Ho-Chunk Clinic, WIC, Children & Family Services, Krohn Clinic and Black River Memorial Hospital** also provide limited parent education.

What has the community identified as major problems in this area? Two main issues were 1) A need to increase strategies/services for helping parents understand when and how they should access health care services for their children and when an emergency room visit is a priority versus caring for an ill child in the home. 2) A need to increase educational services for families with young children.

UW Extension offers parenting education resources for all age-groups. They provide workshops, newsletters, fact sheets, and online programs for parents and grandparents.
<http://jackson.uwex.edu/index.html>

There are currently only limited home visitation/mentoring programs in Jackson County and limited educational resources for families.

Issue one Continued...

<p>Goal Increase educational and mentoring resources in regards to childhood health issues and appropriate use of the health care system for families with children and pregnant women</p>	<p>Outcome Objectives/Indicators</p> <ul style="list-style-type: none"> ▪ Increase parenting resources in the community by assessing the current state of parenting resources and adding new programs or modifying existing programs by December 2015 ▪ Decrease use of Emergency Room for a non-emergency case by 5% by December 2015
<p>Risk Factors Limited education Low income Young adult No access to health care services</p>	<p>Impact Objectives</p> <ul style="list-style-type: none"> ▪ Collaborate with community agencies to identify potential home visitation/mentoring programs and to access financial resources for these programs ▪ Develop/Enhance a systematic resource/referral system for outreach to at-risk individuals regarding parenting/educational programs ▪ Create social marketing campaign specific to family and health issues ▪ Develop culturally competent strategies in parenting programs and outreach
<p>Contributing Factors</p> <ul style="list-style-type: none"> ▪ No health insurance (or insufficient health insurance) ▪ Poverty ▪ Lack of education ▪ Cultural norms for parenting ▪ Limited financial resources for community programs/services 	<p>Suggested Intervention Strategies</p> <ul style="list-style-type: none"> ▪ Create sustainable educational resources/programs for parents regarding children’s health and appropriate use of ER ▪ Collaborate with existing programs to develop parenting skill objectives ▪ Partner with programs and other interested organizations to make a social marketing campaign to reach at risk populations ▪ Provide support to agencies in

	obtaining funding for family educational programs such as Early Head Start
Resources Available Western Dairyland UW Extension School Nurse Black River Memorial Hospital Krohn Clinic Jackson County DHHS Interfaith Caregivers	Barriers <ul style="list-style-type: none">▪ Lack of time and resources to allow for parenting skills development▪ Transportation to classes, childcare during classes▪ Parenting skills not recognized as problem by at-risk parents▪ Lack of funding



Figure 1 Jackson County Department of Health and Human is one of many agencies in Jackson County that offers preventive programming and other services for citizens of Jackson County

Issue Two:

Access to Health Services and Affordable Medications

Data from the Community Health Assessment and input from community members highlighted that access to health services and affordable medications is an important issue to address in Jackson County.

Included under this topic was the large percentage of uninsured and underinsured residents, the lack of access to mental health services, and the lack of access to dental care for the BadgerCare (Medicaid) population.

What is the community currently doing to address the issue? There are several resources that increase access to health services in Jackson County. The **Krohn Clinic, Black River Memorial Hospital and Ho-chunk Health Clinic** provide medical services in Jackson County and the *County Health Rankings* report that Jackson County has a **high primary care provider rate** at 201 per 100,000 population which is important for getting preventive and primary care⁴, **Western Dairyland and Jackson County Public Health Department**

offer a dental varnish clinic for Medicaid eligible children and pregnant women. While dental care for Medicaid clients in Jackson County is severely limited, both Community Dental and Family Dental do offer a preventive clinic and restorative care to school aged children yearly for persons uninsured, underinsured or are Medicaid eligible. There are also many alternative care practitioners (such as chiropractors) in the community.

78.5% of Medicaid recipients have not received dental care*

*2007-2008 BadgerCare Plus/MA data Files- Data from Derek Moore, LaCrosse County Epidemiologist

⁴ University of Wisconsin Population Health Institute. *County Health Rankings 2010.*



Figure 2 A child receives preventive dental services at a clinic in Jackson County

What has the community identified as major problems in this area? Even with some resources to increase access to health services, the community has identified several barriers to access:

1. Over recent years, the uninsured and underinsured population has increased in Jackson County.
2. While increasing enrollment for BadgerCare has been beneficial to many families, it also leads to reduced reimbursement for providers. This has led to some local providers being unable/unwilling to accept new BadgerCare patients, decreasing access for some residents.
3. There are very few dentists in Jackson County who accept BadgerCare (Medicaid) as a form of payment. This decreases access to dental services even for those with insurance. 3,908 (20%) of Jackson

County residents received Medicaid services in December 2009 (*data from JC DHHS*).

4. The community perceives that medication costs have increased in recent years. This could be a direct increase in medication, and/or an increase in the co-pay (increased underinsured population).
5. There is a long waiting list for certain Behavioral Health Services in Jackson County due to limited psychological and psychiatric specialties and limited Medicaid coverage.

Jackson County has the most notable increase when compared with surrounding counties and the State for the number of children receiving MA.

**Rate of 313 per 1,000 children in Jackson County vs the state average rate of 263 per 1,000 children.*

* Wisconsin Council on Children and Families. WisKids Count 2007/2008.

Issue 2 continued...

<p>Goal</p> <p>Increase access to health services</p>	<p>Outcome Objectives/Indicators</p> <p>Increase the percent of adults who have a dental home from 25 % to 30% by December 2015.</p> <p>Increase Behavioral Health Services by adding two new Behavioral Health Resources by December 2015.</p> <p>Increase resources for free or reduced medication by adding one new community service by December 2015.</p>
<p>Risk Factors</p> <p>Low-income</p> <p>Medicaid (primarily for dental services)</p> <p>Employment status (no employment, part-time, small employer)</p>	<p>Impact Objectives</p> <ul style="list-style-type: none"> • Sustain/ enhance preventive and restorative oral health care services • Assess the feasibility of a Federally Qualified Health Center in Jackson County • Collaborate with area providers to increase behavioral health services within their institutions or through other new entities
<p>Contributing Factors</p> <ul style="list-style-type: none"> • Lack of health insurance coverage (or insufficient coverage) • Cost 	<p>Suggested Intervention Strategies</p> <ul style="list-style-type: none"> • Secure funding/resources for a Federally Qualified Health Center • Increase availability and awareness of free or reduced cost prescription drug

<ul style="list-style-type: none"> • Unavailability of resources (not sufficient resources for the need) 	<p>programs within the community</p> <ul style="list-style-type: none"> • Increase awareness on importance of preventive health services and lifestyle choices through community outreach and Worksite Wellness Programs • Create systematic referral among community agencies for patient referral to free/reduced health clinics
<p>Resources Available</p> <p>Krohn Clinic</p> <p>Jackson Public Health</p> <p>Black River Memorial Hospital</p> <p>Community Dental</p> <p>Black River Family Dentistry</p> <p>Women’s Health Center</p> <p>Interfaith Caregivers</p> <p>Ho-Chunk Nation</p> <p>Alternative providers (chiropractors, etc)</p>	<p>Barriers</p> <p>Lack of low-cost prescription drug programs</p> <p>Lack of access for Medicaid population to dental services and other health services to some extent</p> <p>Transportation to free clinics (out of county)</p> <p>Cultural</p> <p>Lack of awareness of importance of preventive services</p>

Issue Three:

Education Related to Nutrition

Like the rest of the state of Wisconsin, Jackson County is facing rising obesity levels. The *County Health Rankings* report 30.5% of Jackson County adults were obese based on data averaged from 2004-2006.⁵ While obesity is partially due to hereditary factors, it is often an outcome of poor diet and sedentary lifestyle.⁵ Addressing barriers related to nutrition in the community might help to decrease obesity rates. Participants in the community forum identified insufficient nutritional education as an issue that needs to be addressed by the community to help curb the obesity epidemic.

What is the community currently doing to address the issue? The group identified many community resources that can be built upon in the improvement plan. The Women, Infants, and Children program (**WIC**) provides an education program to pregnant mothers and to mothers with

34% of Jackson County 7th graders reported not eating breakfast when surveyed.⁶

children up to age 5. Many forum participants found this program beneficial to the community. There are also many local **Farmer's Markets** that WIC provides vouchers for. Additionally there are **community gardens** and **nature walking/running/biking trails** to encourage physical activity.

For formal educational resources, the high school curriculum incorporates nutrition topics in the Health Class and some nutrition topics are included in the elementary classes. The schools also offer free and reduced lunch (and breakfast) for low-income students.

The community also has a local **Food Share** that includes some perishable goods. Additionally there are some local weight loss programs such as **Weight Watchers** and **TOPS** and fitness options such as a recreation center, personal trainers and 24/7 gym, however these programs are not affordable/accessible to all residents.

⁵ U.S. Obesity Trends. Centers for Disease Control and Prevention. 2009

* Jackson County Youth Risk Behavior Survey. 2008

What has the community identified as major problems in this area?

The community identified several issues related to community nutrition to be addressed in the community improvement plan.

1. **Easy access to fast food:** The current food environment in Black River Falls favors low cost fast food restaurants that currently outnumber available healthy alternatives.
2. **Limited access to vegetables and fruits:** Access is limited due to high cost of produce compared to processed foods, seasonal availability of fruits and vegetables, and few locations to find healthy foods.
3. **Lack of parental involvement in nutrition:** There is a need for adult nutrition education in order to pass healthy habits onto the next generation. Even if children learn healthy habits in school, the home environment determines their

ability to adhere to what they learn in school.

4. **Living in survival mode:** Many residents are trying to survive day-by-day and are unable to plan for long-term health. Resources are needed for residents in crisis to help them receive adequate nutrition and help.

Jackson County has the highest percentage of obese residents when compared to Wisconsin* and the Western Region*

*Behavioral Risk Factor Survey (BRFS) data (2004-2006):

<http://dhs.wisconsin.gov/wish/measures/BRFS/allCounty.htm>

Issue 3 continued...

<p>Goal</p> <p>Decrease the prevalence of obesity</p>	<p>Outcome Objectives/Indicators</p> <p>Two new community resources for nutrition education for families will be created by December 2015.</p> <p>Reduce the percentage of persons who are obese in Jackson County from 30.5% to 25% by December 2015.</p> <p>Decrease the number of Jackson County residents who are physically inactive from 54% to 40% by December 2015.</p>
<p>Risk Factors</p> <p>Low income</p> <p>Lack of education</p> <p>Unhealthy diet</p> <p>Sedentary lifestyle</p>	<p>Impact Objectives</p> <ul style="list-style-type: none"> • Increase the number of nutritional education programs for families • Increase worksite wellness programs • Secure funding aimed at promoting healthy food choices when out-to-eat • Create a Social Marketing campaign to promote healthy food choices
<p>Contributing Factors</p> <ul style="list-style-type: none"> • Lack of knowledge about importance of nutrition • Lack of time to prepare healthy 	<p>Suggested Intervention Strategies</p> <p>Use social marketing to learn about target population and how to engage them in nutritional education</p>

<p>meals</p> <ul style="list-style-type: none"> • Advertising/price of processed food • Using food as coping mechanism • Sedentary lifestyle 	<p>Policy change- advocate for universal school breakfasts</p> <p>Enhance resources for existing nutritional programs</p> <p>Advocate for expanded nutrition programs in schools and preschools</p> <p>Increase knowledge on preparation of healthy foods and awareness of nutritional information (food labels)</p> <p>Develop incentive programs to buy healthy food in the community</p> <p>Implement a Healthy Food Choices Campaign in 2 restaurants</p>
<p>Resources Available</p> <p>WIC Program</p> <p>Jackson County Schools</p> <p>Farmer's market</p> <p>Food Share program</p>	<p>Barriers</p> <p>Cost</p> <p>Cultural norms about food and physical activity prevent desire to change behavior</p> <p>Lack of access</p> <p>Lack of time</p>

Issue Four:

Alcohol and Substance Misuse

Substance misuse (tobacco, drugs, and prescription drugs, among others) and alcohol misuse were identified by the community, public health department, and data from the Community Health Assessment 2010 as an important area to focus community improvement efforts on. Nationwide, 20% of deaths in the US are attributed to tobacco use and 30% of cancer deaths are linked to tobacco use.⁶ Data suggest that approximately 23% of Jackson County residents smoked on average between the years 2004-2006.⁷ However, American Indian and Hispanic populations have higher percentages of smokers compared to non-Hispanic Whites. In terms of alcohol prevalence, 68% of Jackson County adults report consuming alcohol compared to 60% in La Crosse County, 60% in Monroe County, and 63% for Wisconsin. Jackson County also has higher levels of binge drinking compared to surrounding counties.

What is the community currently doing to address the issue? The program **Together for Jackson County Kids (TFJCK)** aims to decrease youth access and increase community awareness of the hazards of alcohol use by forming a youth/adult partnership. The program **Communities Mobilizing Change against Alcohol (CMCA)** focuses on an adult component to preventing alcohol misuse. **Carbon Monoxide (CO) monitoring** is utilized in the WIC program and the Krohn Clinic. Also, **First Breath** is a program administered through WIC and the Krohn Clinic that aims to change expectant mothers' tobacco behaviors. **Quit Line** offers a resource for the general adult public to assist in quitting and staying quit through phone support.

28% of Jackson County mothers smoked during pregnancy in 2008 compared to 18% of mothers in the Western WI region.*

⁶ Wisconsin Cancer Facts & Figures 2007. The American Cancer Society

⁷ University of Wisconsin Population Health Institute. *County Health Rankings 2009*.

*Source: Wisconsin Interactive Statistics on Health: http://dhs.wisconsin.gov/wish/measures/pren_care/long_form.html

What has the community identified as major problems in this area?

The community recognizes that even though resources exist to address alcohol and substance misuse, more resources are needed. Areas identified to work on centered on four topics:

1. **Binge Drinking:** Easy access to alcohol and the culture surrounding drinking were identified as barriers to curb binge drinking. A combination of further education and policy change are needed to start removing the barriers. Ideas include requiring keg registrations, a social marketing campaign on moderate consumption of alcohol (show what one portion actually is), red ribbon week, and continued work on the Drug Free Communities (DFC) grant (TFJCK).
2. **Underage Drinking:** Many factors encourage underage drinking in Jackson County youth. Drinking is socially acceptable, it is legal for children to drink with their parents in Wisconsin, it is a source of entertainment when kids perceive there is nothing to do, marketing targets children, there is a lack of consequences for kids, and parents perpetuate the cycle by bailing their child out when they get in trouble for drinking. A number of ideas to change the drinking environment were made, including: parent education, structured activities (for example, post prom activities planned by parents), social marketing targeting parents (for

example, “Parents who host lose the most”)

3. **Smoking:** This category includes youth smoking, adult smoking, and smoking during pregnancy. The community voiced that smoking is used as a coping method for poverty and stress, and there is a lack of cessation knowledge. For pregnant smokers, the addiction is usually already well-established before pregnancy, so quitting is difficult.
4. **Prescription Drug Misuse:** This was identified as a problem for both youth and adult populations. While support groups exist (Narcotics anonymous, AA, Alanon), the community understands the need for prevention and access to hazardous waste disposal so that unused drugs are not used for incorrect purposes.

28% of Jackson County adults reported binge drinking. This number is higher than the Wisconsin’s State Average of 23%.*

*Data from the Behavioral Risk Factor Surveillance System survey. Average of years 2004-2006. As of 2006, the definition for binge drinking was changed to 5 or more drinks for men and 4 or more drinks for women on one occasion in the past 30 days.

Issue 4 continued...

<p>Goal</p> <p>Reduce misuse of alcohol, tobacco and other drugs</p>	<p>Outcome Objectives/Indicators</p> <p>Create 2 new strategies to increase parent awareness related to the consequences of hosting alcohol parties by December 2015</p> <p>Decrease smoking during pregnancy from 28% to 23% by December 2015.</p> <p>Decrease the percentage of adults who report binge drinking from 28% to 25% by December 2015.</p> <p>Create a sustainable prescription drug waste disposal program by December 2015</p>
<p>Risk Factors</p> <p>Youth</p> <p>Isolation</p> <p>Parental/Peer influences on substance use</p>	<p>Impact Objectives</p> <ul style="list-style-type: none"> • Reduce the accessibility of alcohol to youth • Create a sustainable prescription drug waste disposal program • Implement one new educational initiative centered around parental consequences for providing minors alcohol/cigarettes • Decrease percentage of expectant mothers who smoke • Enforce tobacco laws to reduce second-hand exposure for general public • Reduce availability of tobacco products for minors

<p>Contributing Factors</p> <ul style="list-style-type: none"> • Peer pressure • Social acceptability for drinking • Legal to drink with parents in WI • Easy access to alcohol, tobacco, and other drugs • Low self-esteem • Lack of support for ceasing smoking, drinking and drugs • Media advertisement of tobacco and alcohol 	<p>Suggested Intervention Strategies</p> <p>Education for parents and youth about consequences of substance use and strategies to prevent/quit</p> <p>Increase outreach to expectant mothers through programs like First Breath and CO monitoring</p> <p>Social marketing campaign on drinking in moderation (showing what one portion size of alcohol is)</p> <p>Stricter policies in alcohol and tobacco such as requiring keg registration and tougher consequences for parents who host parties and provide alcohol to minors</p> <p>Increase referrals to alcohol/tobacco/drug support groups that already exist in Jackson County</p> <p>Ensure consistent enforcement of the Clean Indoor Act (Act 12)</p>
<p>Resources Available</p> <p>TFJCK (Together for Jackson County Kids)</p> <p>First Breath (CO monitoring)</p> <p>Community support groups (Quit Line, Narcotics anonymous, AA, Alanon)</p>	<p>Barriers</p> <p>Attitudes and culture surrounding alcohol, tobacco and other drugs</p> <p>Easy access</p> <p>Lack of consistent consequence for law infractions related to alcohol, tobacco and other drugs.</p>

Issue Five:

Intentional/Unintentional Injuries

Concerns about intentional and unintentional injuries were voiced by participants at the Community Health Forum and data from the Community Health Assessment also identifies this topic as a challenge for Jackson County. Specifically, concerns related to motor vehicle/ATV accidents, suicide, and infant death were issues identified in the forum and supported by statistical evidence. Motor vehicle accidents are the leading cause for premature death in Jackson County (ages 1-74).⁸ For 2005-2006, Jackson County had a higher alcohol-related

According to the County Health Rankings, Jackson County ranks 71 out of 72 counties for mortality

motor-vehicle death rate than Wisconsin (8 vs. 6.6 per 100,000).⁹

⁸ Source: Wisconsin Interactive Statistics on Health (WISH) database. Based on data from the years 2002-2007.

⁹ Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2008. Wisconsin Department of Health Services.

Based on actual death counts, accidents are the number one cause of death for males and females ages 15-44.¹⁰ Suicide data indicate that Jackson County has nearly twice the rate than the State of Wisconsin with a majority of suicide deaths being men.¹⁰

What is the community currently doing to address the issue?

The community is currently working in several areas to address these issues:

- Motor vehicle accidents (alcohol-related): There is a defensive driving course taught by the Greater Area Black River Safety Council. Additionally, the Sheriff's Department recently increased enforcement on the ATV trails
- Suicide: The community is currently working on reducing suicide. A

<http://dhs.wisconsin.gov/stats/pdf/intro2008.pdf>

¹⁰ Kopp B., Schlotthauer., Gross S. Burden of Suicide in Wisconsin Report. Wisconsin Department of Health Services, Injury Research Center at the Medical College of Wisconsin, Mental Health America of Wisconsin. September 2008.

http://www.mcw.edu/FileLibrary/Groups/InjuryResearchCenter/pdf/BoS_final_9_5.pdf

community intervention team was recently created to identify and assist in implementing suicide prevention strategies.

- **Infant death:** A child death review team is set up to thoroughly investigate the circumstances surrounding an infant death.

What has the community identified as major problems in this area? As mentioned above, the three most urgent areas are:

1. **Motor vehicle accidents:** It is estimated that approximately 51% of all Wisconsin motor-vehicle fatalities in 2006 were alcohol-related.¹¹ In order to reduce the motor vehicle fatality rate, Jackson County needs to reduce drunk driving. Additional issues involve lack of enforcement, lack of financial resources to address the issue, cultural acceptability of drinking and operating a motor vehicle, and lack of personal accountability.
2. **Suicide:** More resources are needed to identify at risk individuals (primarily men) to provide help before suicide is committed. Suicide is often linked to depression, alcohol, and other drugs so

addressing these areas will be important to reducing suicide. Additionally, more resources to help with increasing the mental health of individuals are needed.¹²

3. **Infant Death:** The community identified many areas to focus on related to infant death: Co-sleeping of a parent and child can lead to accidental suffocation (especially after misusing alcohol and other drugs), premature babies, abuse, cultural denial of the issue, poverty, lack of access to healthcare, and poor feeding practices.

Jackson County has a much higher suicide rate than the state average (24.1 in Jackson County vs. 11.8 in Wisconsin per 100,000 population).¹²

¹¹ Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2008. Wisconsin Department of Health Services.
<http://dhs.wisconsin.gov/stats/pdf/intro2008.pdf>

¹² Kopp B., Schlotthauer., Gross S. Burden of Suicide in Wisconsin Report. Wisconsin Department of Health Services, Injury Research Center at the Medical College of Wisconsin, Mental Health America of Wisconsin. September 2008.
http://www.mcw.edu/FileLibrary/Groups/InjuryResearchCenter/pdf/BoS_final_9_5.pdf

Issue Five Cont...

<p>Goal</p> <p>Reduce injuries and death from motor vehicle accidents, suicide and infant death</p>	<p>Outcome Objectives/Indicators</p> <p>Decrease the death rate from alcohol-related motor vehicle crashes from 8 per 100,000 to 6.6 per 100,000 (the state average rate from 2005-2006). By December 2015.</p> <p>Decrease the suicide rate in Jackson County from 24.1 per 100,000 to 20 by December 2015.</p> <p>Decrease disparate infant mortality rates in the American Indian population from approximately 12 per 1,000 to 8 by December 2015.</p>
<p>Risk Factors</p> <p>Poverty (infant mortality)</p> <p>Cultural acceptance of alcohol (MV crashes)</p> <p>Parental/Peer influences on substance use</p> <p>Isolation (MV crashes, suicide)</p> <p>Depression/mental health issues (suicide)</p>	<p>Impact Objectives</p> <ul style="list-style-type: none"> • Reduce the number of individuals who drive after drinking • Maintain increased enforcement of drunk driving on-road and off-road (ATVs) • Increase resources for behavioral and AODA services

<p>Contributing Factors</p> <ul style="list-style-type: none"> • Peer pressure (drinking and driving) • Social acceptability for drinking • Lack of enforcement, consequences for drinking and driving • Lack of personal accountability for drinking and driving • Misuse of alcohol and other substances by guardian and then co-sleeping with infant (infant death) • Lack of access to mental health services and resources (suicide) • Stigma associated with seeking help for depression/mental health (suicide) • Lack of social support (suicide, infant death) 	<p>Suggested Intervention Strategies</p> <p>Education for parents and youth about consequences of substance use and co-sleeping with infant</p> <p>Social marketing campaign on drinking in moderation (showing what one portion size of alcohol is)</p> <p>Increase enforcement from police department</p> <p>Create additional programs that provide designated driver to avoid driving after drinking</p> <p>Increase resources for preventive mental health services</p> <p>Provided supportive resources for depressed persons or person at risk of suicide</p> <p>Provide increased community awareness for suicide signs and symptoms and response</p> <p>Collaborate with Native American Partners in the creation of preventive strategies to decrease infant mortality</p>
<p>Resources Available</p> <p>Defensive driving course</p> <p>Police enforcement of alcohol-impaired driving on roads and ATV trails</p> <p>Community Intervention Team (suicide)</p> <p>Child Death Review Team (infant death)</p>	<p>Barriers</p> <p>Attitudes and culture surrounding alcohol, tobacco and other drugs</p> <p>Cultural norms: drinking and driving, co-sleeping with infant, stigma against mental health disorders</p> <p>Lack of resources- preventive mental health services</p>

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Next Steps

The CHIP Process is a cyclical progression towards improved community health for Jackson County. This document concludes the assessing/planning portion of the cycle, but for the process to succeed a transition to the action phase of the cycle is crucial. This document serves as a call to action for community members and organizations to engage in community health improvement efforts. The assessment and improvement plan were created using community input throughout the entire process and should continue in the action phase. The next step involves bringing community members on board to help set measurable objectives and select strategies to reach them. Please contact the Jackson County Public Health Department if you are interested in participating or for more information.

